

Company	Cleverly SG Pte. Ltd.
Digital Solution Name & Version Number¹	DM Cleverly Digital Marketing Packages - Cleverly 3 Months Campaign SEM SM
Appointment Period	24 March 2022 to 23 March 2023
Extended Appointment Period²	24 March 2023 to 23 March 2024

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not applicable		0	1.00		
2) Hardware Not applicable		0	1.00		
3) Professional Services Digital Marketing Needs Analysis -Keyword Research & Analysis -Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Digital Market Strategy Report					
Digital Marketing Campaigns					
'Scope of work (SEM)					
- Google Ads Setup - Google Analytics GA4 Setup - Google Analytics GA4 Events Setup - Google Tag Manager Setup - A/B Testing - Keyword Research & Optimization - Keyword Match Type Optimization - Up to 3 Campaign Setup - Campaign Extension Setup (Sitelink, Callout, Structured Snippet, Call, Location, Price) - Keyword insertion feature - Countdown timer for event - Conversion Setup - Audience Manager Setup - Google Ads & Analytics Link-up - Responsive Search ads setup		Per Report	3.00		
Scope of work(SM) -Audience/Creatives/Placement) - Lead form creation - Pixel Setup & Event Manager Setup Search Engine - Google Singapore(Desktop & Mobile) Digital Marketing Software - Google Adwords - Google Analytics - Google Tag Manager - Search Console Social Media Platforms - Facebook/Instagram - Business Manager - Ad Budget Management		Per Month	3.00		
Digital Assets Creation - Social Media Content Creation 4/Month (Stock image provided) - Copywriting for Ads up to 3 per campaign (not inclusive A/B Testing ads)		Per Month	3.00		
Review and recommendation Monthly report & review					
Development and integration of leads management processes with existing business processes		Per Report	1.00		
KPI/ROAS: - SEM: 3%-5% CTR for Search Campaigns (Estimated 100% to 500% ROAS depending on ad spend) - SM 40% to 200% increase in ROAS or leads (depending on budget)					

4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 10,500.00	\$ 10,000.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant